

CARGOCONNECT

Connecting Cargo Professionals

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Gearing Up for

GROWTH





Huafreed Nasarwanji

Chief Commercial Officer,
Gati

COVERSTORY GEARING UP FOR GROWTH

Sector-specific expertise and specialised solutions are a hallmark of **Gati's** offerings. Additionally, as an Allcargo Group company, Gati complements its domestic T&L services with a host of solutions for diverse industry verticals as well as connectivity to a global network of more than 180 countries. Creating a unique advantage for the company is its express distribution excellence and possibility to offer customers end-to-end distribution and transportation to more than 19,000 pin codes in 672 of India's 676 districts, leveraging a network of 1800 business partners, including small and new age players and 369 franchises. A number of technology initiatives like API integration, online tracking, instant assistance on WhatsApp and enterprise-wide digital tools and systems to streamline processes enable Gati to optimise and boost operations. In the last financial year, Gati ramped up 25 per cent of its network capacity by adding 100 line haul trucks to its innovative flexi network to connect demand locations. The aim was to cut down the dwell time and facilitating a hassle-free flow of goods between the point of origin and the point of consumption. Most recently, the company inaugurated its largest Surface Transshipment Centre spread over 1.5 lakh sq ft in strategically located Western Peripheral Expressway in Gurugram's Farukh Nagar, designed to process cargo loads of almost 100 trucks a day. As part of our industry insider, **Huafreed Nasarwanji, Chief Commercial Officer, Gati** deciphers to **UPAMANYU BORAH** on how their commitment towards advanced logistics infrastructure, customer-centric tools and technologies for enhanced operational efficiency and productivity has bound the company in the path of progress.

There is a constant endeavour to modernise infrastructure and develop new and innovative products

THE D2C BUSINESS MODEL IS A HUGE OPPORTUNITY FOR EXPRESS LOGISTICS FIRMS

Express logistics companies have emerged as key enablers during these times of disruption, ensuring uninterrupted supplies of essential goods and services to the hinterlands of the country and supporting the manufacturing of essential commodities. The Micro, Small and

Medium Enterprises (MSME) segment has contributed exponentially to the country's economic growth and development, and express logistics companies are helping to enhance the operational efficiencies of MSMEs by providing them with end-to-end supply chain solutions and customised services and making them cost and scale efficient.

Meanwhile, a dynamic change on the horizon is the rise of the direct-to-consumer (D2C) segment enabling brands

to interact directly with customers. The D2C business model is a huge opportunity for express logistics firms as orders are smaller, replenishment times tighter, and inventory needs to be closer to market for an agile supply chain strategy. We at Gati believe that enabling D2C logistics will play a pivotal role in helping MSMEs facilitate faster growth and increase revenues through access to new markets and reaching new customers, and therefore, we are constantly innovating and evol-

ving our service offerings to stay on the cutting-edge.

WE HAVE CEMENTED A FORMIDABLE POSITION AS THE MOST PREFERRED SUPPLY CHAIN SOLUTIONS PROVIDER

Allcargo Logistics continues to expand its footprint aggressively and offer effective one-stop supply chain management solutions to a global clientele, and Gati being a wholly-owned subsidiary, boasts an extensive network covering 672 out of

676 districts with a customer outreach spanning 19,000 pin codes across India. With enhanced capabilities to handle every distribution need of our clients, we have cemented a formidable position as the most preferred distribution and supply chain solutions provider. We specialise in offering customised supply chain services for businesses across different industry verticals helping them to achieve crucial cost optimisation. Wider connectivity, enhanced digital competencies, reliability and a trustworthy brand identity are key value drivers for Gati. What's more...A team of professionally competent, dedicated and experienced professionals is our key resource, nurtured by the rapid progress in technology and advancement in learning systems.

BELONGING TO THE LARGE AND DIVERSIFIED ALLCARGO GROUP, WE AT GATI ENJOY SIGNIFICANT ADVANTAGES

With an uptick in GDP once more, and increasing demand from tier II and III cities, advantages of easy connectivity to multiple consumption markets is important, and that's exactly what we are able to provide - immediate, reliable and cost-competitive access for our customers across segments and verticals. Smaller and more frequent order cycles will necessitate the need for faster fulfilment times and reliability. The onus will be on developing multichannel or even omnichannel business strategies and managing troughs and higher peak flexibility. Greater visibility and transparency across the supply chain will ensure cost optimisation and enhanced operational efficiencies. Belonging to the large and diversified Allcargo Group, we at Gati enjoy significant advantages: from access to prime warehouse locations, highly modern and automated warehouse operations, and integration into international supply chains.



We at Gati believe that enabling D2C logistics will play a pivotal role in helping MSMEs facilitate faster growth and therefore, we are constantly innovating and evolving our service offerings to stay on the cutting-edge.

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HUB MODERNISATION AND AUTOMATION REMAINS OUR TOP PRIORITY

We continue to focus on optimising our line haul network continuously which is helping us to keep costs down and maintain healthy relations with customers. By leveraging the potential of predictive lead analytics, we have managed to optimise processes, increase asset utilisation and improve supply chain visibility. Hub modernisation and automation remains our top priority. By ensuring optimal use of our fleet, we aim to improve our last-mile delivery efficiencies and improve customer experience. All this helps us in providing a consistent customer experience across the vast geography of our country.

With the implementation of virtual market accessibility, the changes have been towards an omnichannel fulfilment system where inventory is basically democratised across channels, both in terms of visibility and access. This basically means three things: unified inventory holding, holding inventory closer to consumption points, and faster

order and replenishment cycles. For the express logistics sector, it presents a huge opportunity as an increasing number of businesses try to traverse the omnichannel and D2C route. At Gati, this lets us help customers transition from traditional to the new age without disruption.

AT THE MOMENT, WE ARE HIGHLY FOCUSED ON DEVELOPING AND OFFERING A SUITE OF MSME ENABLING SERVICES

The industry as a whole will continue to invest in digital transformation that is accessible from anywhere to optimise supply chain functions, drive efficiency and ensure end-to-end shipment visibility for customers. A focus on deploying smart digital solutions to facilitate speedier last-mile deliveries and gradual transition towards edge computing will emerge as key differentiators for logistics service providers. Traditional distribution channels will increasingly evolve towards omnichannel and D2C models, helping to create flexible channels and markets and boosting the overall customer experience. Businesses will place the bet on reducing total logistics cost through improved inventory management, deploying advanced warehouse management systems and focussing on much higher control and visibility through automated control towers and AI interventions.

At Gati, our clear emphasis is on developing and building a strong partner network and investing in advanced technology tools and solutions to drive business productivity and flexibility. There is a constant endeavour to modernise and automate infrastructure, upskill people and develop new and innovative products for retail shippers. At the moment, as I already said, we are highly focussed on developing and offering a suite of MSME enabling services, which we foresee as a huge growth segment. 